



## San Antonio Aviation Department Unveils new Websites and Logo

**NOVEMBER 9, 2012- San Antonio, TX-** The City of San Antonio Aviation Department has recently gone through a branding review and has launched a new logo and brand identity and four new websites, including a mobile website for San Antonio International Airport. The new logo and websites were designed internally by city staff. The objective was to develop an identity for several distinct audiences of the Department.

The first objective was to create a look and a brand that was unique to the San Antonio Airport System and could easily be recognized as the Aviation Department, San Antonio International Airport and Stinson Municipal Airport, yet still be identified as part of the City of San Antonio.

The second objective was to design several websites that served the various audiences of the Department. The Department needed a unique website for The Aviation Department, which includes various links and information on doing business with the airport and the City, and matches the brand and website recently rolled out by the City. Second, there is a website specific to Stinson Municipal Airport, which has a history of the airport as well as the various businesses located at the City's historic airfield.

In addition, a new, fresh and more streamlined website for San Antonio International Airport. The new site is designed specifically with the traveler in mind. Some of the key features include:

- Real time GPS maps tracking flights
- Ability to receive email or text message updates on the status of arriving and departing flights
- Comprehensive information on the terminal facilities including food, shopping, helpful information
- Links and feeds to the airport's social media outlets

Finally, the Department has launched a mobile website, designed by Infax Inc. an industry leader in flight display systems. The mobile website has the essential information for navigating your way through San Antonio International Airport. The site is easy to read and specifically designed for small screen formats such as smart phones and tablet devices. The mobile site is aimed at the traveler who is at or on their way to the airport and needs to quickly check flight status, gets directions or parking and ground transportation information.

The design of the new logo is reminiscent of several key elements distinct to San Antonio. The element of a flying airplane is reflective of the aviation industry. The large 'S' for San Antonio stands out and is reminiscent of several key features of San Antonio including The River Walk, the Freedom Torch located in Downtown, and some say a lasso or lariat. The colors of the airport are a royal blue which represents the sky, an obvious nod to the aviation industry. In addition, the new design element of the Aviation Department logo fits into the City's quatrefoil logo that has become a mainstay for The City of San Antonio's branding efforts.

All sites can be found by visiting [www.sanantonio-airport.com](http://www.sanantonio-airport.com). If visiting from a mobile device the website will automatically redirect to the mobile format.

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CITY OF SAN ANTONIO AVIATION DEPARTMENT  
9800 Airport Blvd. San Antonio, TX 78216 | Phone 210.207.SAIA (7242) | Fax 210.207.3500

### Our Mission:

To innovatively manage our airports to provide a positive customer experience while supporting economic development.